

JOB DESCRIPTION

POSITION: PUBLIC RELATIONS COORDINATOR

LOCATION: Non-contract Position within the Kayenta Township Office.

REPORTING RELATIONSHIP: Reports directly to the Town Manager.

GENERAL RESPONSIBILITIES: Generally responsible for planning and conducting a comprehensive public relations program to create and maintain a positive image of the Kayenta Township.

SPECIFIC DUTIES AND RESPONSIBILITIES:

1. Coordinate with the Town Manager in planning, implementing, organizing, coordinating, evaluating and reporting the public relations function of the Township.
2. Publish the Kayenta TODAY newspaper, develop stories, do the lay-out, graphics, and design.
3. Coordinate the maintenance of the KTC web page, www.kayentatownship.com.
4. Report on Kayenta Township activities, issues, and community events through the Kayenta TODAY and the KTC web page.
5. Provide the public with sufficient information to understand Township issues adequately.
6. Maintain positive communication links with the media.
7. Solicit for advertisements in the Kayenta TODAY.
8. Assist Town Manager in increasing efforts to represent Township interests with local, Navajo Nation, state, and Federal governments.
9. Promote Kayenta area through media tours and marketing efforts.
10. Arrange for and set up media coverage for KTC events and interests through press releases, interviews, etc.
11. Develop public information brochures.
12. Attend and report on KTC meetings, community events, etc.
13. Assist Town manager in developing audio visuals, presentation, etc.
14. Assist in planning conferences, seminars, and help disseminate information on those events.
15. Perform other duties as assigned by the Town Manager.

MINIMUM QUALIFICATIONS:

1. College degree in Mass Communications and/or 5-10 years experience in communication/public relations.
2. Valid Driver's license.
3. Familiar with local, Navajo Nation, state, and Federal government functions, processes, environment.

4. Bilingual in English and Navajo.
5. Physically fit to endure long hours.
6. Ability to solicit advertisements.
7. Skilled with software applications in desktop publishing, graphics, e-mail, website, internet.